

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554**

In the Matter of	)	
	)	
Promoting Diversification of Ownership in the	)	MB Docket No. 07-294
Broadcasting Services	)	
	)	
	)	
	)	
	)	
Rules and Policies to Promote New Entry and	)	MB Docket No. 17-289
Ownership Diversity in the Broadcasting	)	
Services	)	
	)	
	)	

**REPLY COMMENTS OF SKIP FINLEY**

Skip Finley hereby files these reply comments in the above-referenced proceeding as a follow up to his comments of March 8, 2018 regarding proposed incubator plans the Federal Communications Commission is considering, in the above-captioned proceeding, to address broadcast ownership by underrepresented entities.

It was discouraging to see reports in recent industry press of what were probably well meaning and thoughtful comments from organizations like the Prometheus Radio Project, Free Press, and the well-financed Common Cause and Benton Foundation. I view the disappointing comments as excusable because as far as I can tell as a consolidated group they:

1. Have no experienced broadcasters among them,
2. Have no minorities in their leadership(s), and
3. Have no demonstrable background of assisting broadcast ownership opportunity for disadvantaged groups like women or minorities.

As a career-long professional broadcaster who has achieved a modicum of success and is a minority, I would be less than candid not to share that, from my perspective, these comments leaned

towards a rather dismissive, patriarchal and condescending approach to this issue. Insofar as I am concerned, minorities generally do not appreciate patronizing views of this sort, nor are they interested in being adopted and paraded as testaments to others' largesse.

Although I am not fully aware of all the good work these organizations may have accomplished to foster the diversification of ownership, I do not recall their prior assistance nor do I see expressions of concrete ideas or concepts proffered towards the goal.

We look for a hand up, not a hand out and it is my belief—as an experienced broadcaster—that incentive is not mutually exclusive. In fact, I respectfully submit that the prognosis for an incubator program would be more successful if it provided meaningful incentives for participation by established companies that might wish to assist minorities and women seeking broadcast ownership opportunities. The proposal I offer accomplishes that goal.

I have “been in the game with skin in the game” of broadcast ownership for many years, specifically 1983 to 1995, and have attached my resume that chronicles my background and contributions to minority ownership. In addition to serving in the leadership of most industry organizations and trade associations without recompense, I have been responsible for financial contributions in a corporate and personal capacity. In achieving many of my professional goals over a long career I, like many others, have always sought ways to lean a plank from the boat instead of pulling in lines.

I have ascertained and served the interests, needs and in the convenience of the communities that the stations that I have owned and worked with, and have developed programming to meet those needs throughout my broadcast career. Stations under my purview have received most of the existing awards for community service. I have championed and contributed to the hiring and promotion of disadvantaged women and minorities. I have been invited to and appeared before the Commission and Congressional Committees and as a guest of the White House to testify on many facets of the topic. My

work has been widely covered by the trade press as a panelist and speaker for many organizations on broadcast related topics of diversity. I personally assisted with the development and launch of the nation's largest and most successful minority controlled broadcast group that initially benefitted from SBA policies (although such policies that no longer exist for that purpose). Later, I facilitated the sale of one of my stations to this same minority group – Urban One, formerly Radio One, and before that Almic Broadcasting.

Finally, while it is my belief that a tax incentive would be useful in furthering a more diverse ownership of licensed broadcasting properties as it did in the past, my experience suggests this would be very difficult to accomplish in any political landscape. Many of us worked hard in the early part of the last Administration when the three branches of government were controlled by a single party and yet we were unable to achieve passage of tax reform legislation designed to increase the diversity of ownership. In today's patently fractious political climate it would be unrealistic – if not Quixotic – to expect any gains requiring Congressional votes or assistance.

Therefore, I again urge the commission to seriously consider the establishment of a Broadcasters Incentive Program where existing licensed companies could receive tangible business benefits in return for providing ownership opportunity to those with financial incapacity and who seek to overcome historical disadvantages, as proposed in my opening comments.

Respectfully submitted,

/s/ Skip Finley

Skip Finley

35 Tower Ridge Rd.

Oak Bluffs, MA 02557

April 9, 2018

## SKIP FINLEY

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Skip Finley began working in media, principally broadcasting, in May 1971. In addition to serving the leadership of the major broadcast industry associations, Finley has owned radio stations and had responsibility for 43 stations encompassing 17 US media markets, 3 radio networks, 2 nationally syndicated radio programs, 1 syndicated full time radio format and 1 satellite channel. Retired, today he is a writer, an author and works for his hometown newspaper. He acquired and developed a new local low power radio station.

### 2015 - Present    **M&M Community Development, Inc.-Oak Bluffs Branch**

Granted a CP for low power radio station WYOB-LP (105.5FM) licensed to Oak Bluffs, Finley is using the station to teach high school students how to operate a professional (although non-commercial and non-profit) radio station. The Martha's Vineyard Regional High School Administration is working with him to create a State approved CTE (vocational) course of the program.

### 2012 – Present    **Vineyard Gazette Media Group – Director Sales & Marketing**

The *Vineyard Gazette* is a weekly broadsheet newspaper founded in 1846 and part of a company that produces *Martha's Vineyard Magazine* and a host of other publications and websites. Joining the company in December 2012 Finley consolidated the group under its new name, introduced new publications and advertising approaches, streamlined and reorganized its sales team. Since 2013 his efforts contributed to the *Vineyard Gazette* receiving several awards for advertising excellence and the company has experienced consistent revenue growth year over year under his direction.

### 2012 – 2017    **Vineyard Gazette – Town Columnist, Writer**

From June 22, 2012 to June 16, 2017 Finley wrote the weekly Oak Bluffs Town Column. He is a contributor to *Martha's Vineyard Magazine*, the *Vineyard Gazette* and *Martha's Vineyard Island Weddings*.

### 1988 – Present    **Carter Broadcast Group Inc. – Executive Vice President, Board of Directors**

The Carter Broadcast Group is the nation's oldest (and second original) Black owned radio station company. Finley has been integrally involved in all aspects of the business of KPRT-AM and KPRS-FM in Kansas City where KPRS-FM has remained one of the top ranked stations in audience and sales since the early 1990's. Finley is a shareholder of and consultant to the company.

### 2001 – 2011    **ICBC Broadcast Holdings, Inc. – Board of Directors, Vice Chairman**

Finley was responsible for formulating long-term strategic goals, identifying and evaluating strategic acquisitions, business relationships and negotiating and implementing corporate financing and capital arrangements. He navigated 3 radio station asset sales in Philadelphia, Ft. Lauderdale and Pittsburgh totaling \$7.0MM that eliminated \$2.6MM in operating losses. He developed a TBA with *Air America* and acquired 3 radio stations in Columbia, SC and Jackson, MS totaling \$12.7MM and led the syndication of the *Wendy Williams Experience* and *The Steve Harvey Morning Show*, all of which combined to generate \$30.5MM in operating income for ICBC. He led a \$240MM refinancing of the company in 2004 and was responsible for a positive and dramatic increase in the company's industry profile. All 17 ICBC stations in New York, San Francisco, Columbia, SC and Jackson, MS were profitable and out-performed the industry during most of Finley's tenure.

### 1995 – 2003    **Media Consultant**

From 1999 – 2003 Finley developed *Answers, Solutions®*, a six-week executive development training system for local radio station managers administered online nationwide.

From 1999 – 2002, Finley consulted *Black Entertainment Television* and its M&A advisor, Bank Of New York, to identify, negotiate and acquire hundreds of millions of dollars of radio properties from Clear Channel where, finding purchase multiples too high to earn returns on too small a platform, the BET offer was withdrawn. Finley was then retained to negotiate, develop, build and operate a satellite channel (*BET Uptown*) via a relationship with XM Satellite Network.

From 1999 – 2001 Finley consulted the management of the *Hawes-Saunders Broadcast Properties* (WROU-FM & WRNB-FM/Dayton).

From 1984 – 1986 Finley was a management consultant to Inner City Broadcasting Corporation in New York, owners of WBLS-FM & WLIR-AM/New York, KGFI-AM, KUTE-FM/Los Angeles; KBLX AM-FM/Berkeley-San Francisco; WLBS-FM/Detroit and KSJL-AM/San Antonio. Finley initiated and negotiated the sale(s) of KGFI-AM and KUTE-FM

resulting in the company becoming virtually debt free. He also introduced computers to the Inner City management team that became the first to use them for analyzing and budgeting radio station operations.

**1995 - 1998 American Urban Radio Networks (AURN) - CEO/COO**

Finley was responsible for significant annual revenue and resulting operating income increases at AURN from new and additional news and entertainment programs he developed that served to increase the number of affiliated radio stations. He introduced new research and marketing tools and opened a new sales office in Detroit. He conceived of "*The Light*", a 24-hour, syndicated contemporary Black Gospel radio station format as a separate entity under owner Sheridan Broadcasting that debuted to profitability and remains in use at stations throughout America.

**1982 - 1995 Albimar Communications – President, Owner & Managing Partner**

Albimar was formed by Finley and his partners and investors to acquire, operate and sell radio station properties. Finley identified, negotiated and acquired stations, some of which he personally managed. Finley was the first to develop the use of computer spreadsheets for modeling radio station acquisitions, projections and budgeting.

WKYS-FM/Washington, DC was acquired in 1988 and sold in 1995. Under Finley's management the station became the first to utilize: interactive telephones; Data Base Marketing; Block Group Codes coupled with psychographics for sales, research and promotion that combined to result in WKYS attaining the highest power ratios in Urban radio. Finley was the first to utilize The Tom Joyner Morning Show—the first syndicated, dayparted show in Urban radio.

KDAB-FM/Ogden-Salt Lake City was acquired in 1985 and sold in 1990. One of the most powerful FM stations in the State of Utah, under Finley's direction it's studios were completely rebuilt to the state of the art, allowing Albimar to initiate one of the nation's first Hot Adult Contemporary formats (B-101FM).

KEZO AM-FM/Omaha, NE were acquired in 1983 and sold in 1988. KEZO-FM (Z-92) became the nation's leading Album Oriented Rock (AOR) station by average quarter hour share (17.7, 12+).

**1974 – 1982 Sheridan Broadcasting Corporation**

From 1978 to 1982 Finley worked for The *Sheridan Broadcasting Network* (SBN, formerly *Mutual Black Network*) in New York and Arlington, VA (Washington) where he was successively promoted from Eastern Sales Manager ('77) to Director of Sales ('78) to Executive Vice President/General Manager ('79) to President ('81).

Finley was responsible for revenue increases in excess of 40% annually resulting from revised research, sales and marketing plans, over 100% more affiliated radio stations generated through innovative promotions and additional program offerings that substantially increased audience and rates. He reduced annual distribution costs by half through a creative leasing of satellite terminals from the manufacturer, thereby allowing SBN to become the second national radio network to do so. He contributed to the acquisition of the SBN White House Correspondents seat (that it retains today) and dramatically improved the networks sales, news and overall industry profile.

From 1974 – 1977 Finley worked for Sheridan Broadcasting's Radio Division where he was promoted from WAMO AM-FM/Pittsburgh Sales Manager ('74) to General Manager ('75) to Vice President/General Manager of the Sheridan Radio Division ('76). Under his management, WAMO increased revenue on a compounded 14% basis annually. He became the first to use psychographics in the presentation and sale of radio and computer algorithms for radio station sales projections. He changed the Black Gospel format from the FM station to the daytime AM and the Black format to the high powered FM station—that dramatically increased ratings and revenue. His lobbying Congress and the FCC to address Arbitron's rating policies for Black listeners assisted with station revenue sales. Under his management, all Sheridan stations (WAMO AM-FM/Pittsburgh; WILD-AM/Boston; WUFO-AM/Buffalo) were profitable, high profile radio stations and Finley became one of the youngest radio station group executives.

**1973 Humphrey, Browning, MacDougall Advertising – Media Buyer, Account Manager**

Promoted from the media department to Account Management, Finley recommended the introduction of 4 new Lionel Train HO Gauge product lines and several model kit cars to client Fundimensions Division of General Mills that achieved 100% sell through and immediate profit to the Boston based ad agency. Worked extensively with agency management and clients in the areas of new products, business and markets.

**1972 WRKO-AM/Boston - Sales Trainee, Account Executive**

RKO Radio identified and recruited Finley to become it's first professionally trained radio sales person. Local WRKO management tailored a radio sales training course adapted by Finley that contributed to the RAB Radio Sales Training Course, substantial portions of which are still in use. (*Finley was elected Chairman of the RAB Board in 1997*)

1971 WSBK-TV/Boston - Assistant Director, Producer; Taped programs & live Boston Bruins Hockey

1971 WHDH-TV/Boston - Floor Director; Taped and live news and public affairs programs & live Red Sox Baseball

**Prior Employment**

<u>Summers</u>	Coin Diver, painting, roofing, landscaping, car washing, odd jobs
9 – 6/61	Long Island Press/Long Island, NY - Paper Boy
6 – 9/61 & 6 – 9/62	Oak Bluffs Bowling Alley/Oak Bluffs, MA – Pin Boy
6 – 9/63	Oceanview Hotel/Oak Bluffs, MA - Dishwasher, Salad & Dessert Chef
4 – 6/64	Rockville Centre Public Library/Rockville Centre, NY - Page
6 – 9/64 & 6 – 9/65	Giordano's Restaurant/Oak Bluffs, MA - Dishwasher, Assistant Cook
6 – 9/66	Nassau County Parks & Recreation/Mineola, NY - Surveyors Assistant
6 – 9/67	Nassau County Mosquito Control/Mineola, NY - Laborer
9 – 12/67 & 3 – 6/68	Boston State Hospital/Boston, MA – Attendant Nurse (locked ward, chronic mental institution)
12/67 – 3/68	Northeastern University/Boston, MA - Pool Hall Attendant
12/68 – 3/69	Turner Construction Company/Boston, MA - Office Boy
6 – 9/69	Northeast Rehabilitation Research Institute/Boston, MA - Research Assistant
9 – 12/69	Center For Programmed Study/Boston, MA - Administrative Assistant
4 – 6/70	Mayor's Office Of Human Rights/Boston, MA - Administrative Assistant
6/70 – 5/71	SKIFIN Gallery/Boston, MA - Owner of art gallery

**Personal Background**

Birth:	July 23, 1948 - Ann Arbor, MI
Married:	Karen Michele Woolard, 1971
Children:	Kharma Isis Finley-Wallace, (Grandchildren – Jamir MyKal Finley-Davis [Great Grandson – Ari Grayson Finley-Davis] ; Logan William) R. Kristin Finley (Grandchild - Tabitha R.)

**Education**

9/63 – 6/66	<u>Malverne High School</u> /Malverne, NY; College Preparatory, Graduated 6/66.
9/66 – 5/71	<u>Northeastern University</u> /Boston, MA; Major: Liberal Arts/Dramatics - Scenic & Lighting Design, Dance. Left prior to 5/71 graduation to pursue professional career.
8/72	Radio Advertising Bureau Sales University at Rutgers, NJ

**Interests**

Sport Fishing, Automobiles, Model Trains, Writing

**Industry Service**

**The Broadcaster's Foundation of America: Committees**

2008 – 2016	Executive Committee
2007 – 2016	Nominating Committee
2006 – 2016	Audit Committee
2005 - 2009	Founding Chairman, Broadcaster's Foundation Celebrity Offshore Challenge
2009 – 2016	Chairman Audit Committee
2009 – 2016	Events Committee

**Radio Advertising Bureau: Committees**

1989 – 1994	Chairman, Research Committee
1993 – 2000	Executive Committee

1994 – 1997	Future Programs & Technology Committee
1995	Chairman, Marketing Leadership Conference
1995 – 1997	Chairman, Finance Committee
1995 – 1999	Compensation Committee
1997 – 1998	Chairman
1998 – 2000	Bylaws Committee
1999 – 2001	Chairman, Nominating Committee
1999 – 2001	Chairman, Past Chairman Advisory Committee
2002 – 2007	Past Chairman Advisory Committee
2007 – Present	Trustee

**Advertising Council: Committees**

1998 – 1999	Finance Committee
1998 – 1999	Washington Conference Committee
1998 – 1999	Advisor, Family Violence Prevention Fund; 12-Part Radio Series, <i>“It’s Your Business”</i>

**National Association Of Broadcasters: Committees**

1980 – 1982	Medium Market
1990 – 1993	Congressional Relations
1992 – 1993	Financial Advisory
1992 – 1993	Co-Chairman, Financial Liaison Task Force
1993 – 1994	Future Of Radio
1993 – 1995	Radio Research
1993 – 1994	DAB Task Force
1993 – 1994	Vice Chairman, Radio Board

**Washington Area Broadcasters Association**

1993 – 1994	Chairman
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**Civic & Charitable Associations**

1979 – Present	Vineyard Open Land Foundation (VOLF), Trustee & Member Board of Overseers
1989 - 2014	NAB Crystal Radio Awards-Judge
1991	TJ Martell Foundation, East Meets West Roast Committee
1993	D.C. Mayor’s Advisory Committee on Entertainment
1994	Howard University Hospital Fund Advisory Committee
1999 – 2002	Town Of Oak Bluffs, Trails & By-Ways Committee
2001 – 2002	Town Of Oak Bluffs, Historical Commission
2002	Town Of Oak Bluffs, Economic Development Committee
2002 – 2015	NAB Marconi Award Selection Committee
2005	Family Violence Prevention Fund-Founding Father, Coaching Boys Into Men
2009 – 2011	Harlem Commonwealth Council, Board Of Directors
2012 - Present	Martha’s Vineyard Museum, Board of Directors, Chair Marketing Committee

**Federal Testimony**

4/77	Federal Communications Comm	<i>“Minority Owners Discussion”</i>
12/77	U.S. House of Representatives	<i>“Advertising Practices”</i>
6/84	Federal Communications Comm	<i>“Minority Ownership : Docket 80-90”</i>
9/90	Federal Communications Comm	<i>“Community &amp; Minority Enterprise in the 90’s”</i>
9/90	Congressional Black Caucus	CBC Telecommunications Braintrust
9/92	Federal Communications Comm	<i>“What Advertisers Expect”</i>
4/94	U.S. House of Representatives	<i>“Music Lyrics”</i>
3/99	Federal Communications Comm	Minority Media & Telecom Council EEO Testimony
9/09	Congressional Black Caucus	<i>“Disappearing Voices: The Decline of Black Radio”</i>

**Referenced In Publications; Television & Video**

1977	<u>Dynamics Of Black Radio - A Research Report</u> , R.Dwight Bachman, Howard University Masters Thesis
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5/78	<u>Report On Minority Ownership In Broadcasting</u> - Federal Communications Commission Report
5/78	WTOP-TV Washington; Harambee TV Special: Black Radio
12/79	<u>Minority Ownership Of Broadcast Facilities: A Report</u> - Federal Communications Commission Publication
8/91	<u>Yale Law &amp; Policy Review</u> - "Are Minority Preferences Necessary"
1992	<u>Selling Radio Direct</u> , Michael C. Keith
2/94	WDCA-TV Washington; Skip Finley/Black History Month
1995	<u>Making More Money/Selling Radio Advertising Without Numbers</u> , Godfrey W.& Ashley P.Herweg
1995	<u>Habits Of Highly Successful Radio People</u> , Radio Ink Magazine video
1997	<u>Radios Niche Marketing Revolution</u> , Futuresell, Ashley Herweg & Godfrey Herweg
2/99	Urbaninsite website interview
1999	<u>In The Public Interest</u> , Oral Histories of Hoosier Broadcasters, Linda Weintraut & Jane R. Nolan
2010	<u>African American Professional Performance Magazine</u> Vol. 18 No. 1 2010: <i>7 Tips to High Performance</i> , Skip Finley
3/17	Radio Ink Magazine: <i>Where Are They Now-Skip Finley Broadcaster of the year 1994</i>

### **Memberships**

1976 – 1995	National Association Of Black Owned Broadcasters (NABOB), Board Of Directors
1981 – 1982	National Association Of Broadcasters (NAB), Board Of Directors
1983 – 1990	United Press International (UPI), Broadcast Advisory Board
1988 – 1995	Washington Area Broadcasters Association (WABA), Board Of Directors
1989 – 1990	World Press Freedom Committee, Director
1990 – 1994	National Association Of Broadcasters (NAB), Board Of Directors
1990 – Present	Radio Advertising Bureau (RAB), Board Of Directors
1991 – 1994	Howard University School Of Communications Advisory Board
1992 – 1997	Lowes Island Golf Club, Founding Board Of Directors
1994 – 1995	Virginia Association Of Broadcasters (VAB), Board Of Directors
1997 – 1999	Broadcast Pioneers Library, Board Of Directors
1998 – 1999	Advertising Council, Inc., Board Of Directors
2003 – 2005	The John Bayliss Broadcast Foundation, Board Of Directors
2003 – 2006	The Library Of American Broadcasting Foundation, Board Of Directors
2005 – 2016	The Broadcaster's Foundation of America, Board Of Directors
2008 – 2011	International Radio & Television Society, Board Of Directors
2011 – Present	Vineyard Golf, Island Member

### **Honors & Awards**

5/66	National Thespian Society, <i>Lifetime Inductee</i>
6/77	The White House, Roosevelt Room Guest to discuss Minority Ownership
9/81	National Association Of Media Women, <i>Excellence In Media Award</i>
3/82	Washington Area Media Organization, <i>Communicator Of The Year</i>
4/90	The White House, Guest-Symposium on Minority Consumer Issues
5/90	D.C. General Hospital, <i>New Horizons Award</i>
6/90	D.C. Public Schools, <i>Advocacy In Education Award</i>
3/91	The White House, Guest-The Points Of Light Initiative
10/92	Federal Bureau Of Investigation, <i>Exceptional Service In The Public Interest</i>
11/92	D.C. Leukemia Society, Second Runner-Up, <i>Man Of The Year</i>
3/93	D.C. Urban League, <i>Men And Their Children</i>
2/94	Radio Ink Magazine Radio Wayne Award, <i>Best Overall Broadcaster, 1994</i>
3/97	The White House, Guest-Advertising Council & Children's Issues
1/03	American Urban Radio Networks 'Urban Knight' Hall of Fame Award
3/99 – 3/11	Radio Ink Magazine, <i>Most Influential African Americas in Radio</i>
6/04	Radio & Records, Publisher's Profile -- <i>Skip Finley</i>
6/05	Family Violence Prevention Fund, <i>Founding Father</i>
6/06	Family Violence Prevention Fund, <i>Member Roundtable &amp; Founding Father</i>
4/12	Broadcaster's Foundation of America, <i>Ward L. Quall Leadership Award</i>



2/14	New England Newspaper & Press Association 2013 Competition; Advertising General Excellence; Advertising Sales Media Kit, First Place; Business Innovation, Third Place (Gazette Truck)
2/15	National Newspaper & Press Association 2014 Competition, First Place; Best Advertising Idea
2/17	National Newspaper & Press Association 2016 Competition, First Place; Business Innovation (Dbl Trk)

### **Bibliographical Listings**

Who's Who Among Black Americans  
Who's Who In Advertising  
Who's Who In America  
Who's Who In Finance & Industry  
Who's Who In The East  
Who's Who In The World

### **Panels & Speaking Engagements**

9/76	NAB	Black Station Owners Seminar/ <i>Building Local Sales</i>
4/77	FCC	Overviewer: Minority Ownership Conference- <i>Operational Problems and Public Policy</i>
3/78	Columbia School Of Business	MBA Candidates; <i>Careers in the Business of Media</i>
10/80	National Black Media Coalition	Guest Speaker: <i>Black Radio &amp; Community Development</i>
10/80	NAB	Minorities in Broadcast Management: <i>Challenge of the 80's</i>
2/81	Howard University	Guest Speaker: <i>"Doing Business in Corporate America"</i>
5/81	Malverne High School	Career Night Panelist
9/81	Natl Assoc of Media Women	Keynote Speaker
10/81	National Black Media Coalition	Future Direction of Black Radio
2/82	IRTS	New Tech & Old Media
3/88	NABOB	Anything New In Audience Measurement
9/88	Broadcap	Advanced Ownership & Management Training Seminar
9/88	NABOB	Moderator: <i>Winning Programming</i>
4/89	Capital Press Club	Keynote Speaker
8/89	Broadcap	FCC Minority Policy Overview
2/90	Urban Network magazine	Moderator: <i>"Building a Better Bottom Line"</i>
3/90	Broadcap	<i>Maximizing Access To The Capital Markets</i>
9/90	Howard University	Graduating Students Address
9/90	RAB Radio Show	Moderator: <i>How To Use Research</i>
10/90	Howard University	Radio Ownership in the 90's: <i>Legal &amp; Technical Concerns</i>
10/90	Natl Black Media Coalition	Keynote Speaker; <i>"Success in Today's Radio Market"</i>
2/91	Urban Network Magazine	Moderator: <i>"Managing To Win"</i>
5/91	Advertising Research Federation	Moderator: <i>Allocating Budget To Ethnic Media</i>
7/91	University of Maryland	School of Journalism <i>"News in the 90's"</i>
11/91	Howard University	School of Communications <i>"Managing The Message"</i>
8/92	Natl Assoc of Black Journalists	Keynote Speaker
9/92	NAB Radioshow 1992	Moderator: <i>"Database Marketing"</i>
10/92	Fairfax Economic Develop Auth	Keynote Speaker, The Competitive Edge
4/93	Ad Club of Metro Washington	<i>"Resumes and Interviews"</i>
11/93	NAB American Canadian Mexican Tripartite Conference	Moderator & Presenter: US Radio and the Introduction of Satellites
8/94	Radio Marketing Bureau Canada	<i>"Interactive Marketing"</i>
6/97	IAAAM 97	<i>Rhythm &amp; Revenue: Urban Radio in the 90's</i>
3/01	NAB Education Foundation	<i>"Writing Business Plans"</i>
10/04	BESLA*	<i>"Realities of Radio: How To get The Deal Done:"</i>
8/08	Martha's Vineyard NAACP	Luncheon Speaker
10/09	BESLA*	<i>"Legislative Beat on Performer's Royalties"</i>
6/10	SNL Kagan Radio Finance Summit	<i>"The Outlook for Radio Station Revenues and Valuations"</i>
6/11	SNL Kagan Radio Finance Summit	<i>"The Outlook for Radio Station Revenues and Valuations"</i>
8/13	MV Summer Music Conference	Moderator <i>"This is Something for the Radio"</i>

\*BESLA: Black Entertainment and Sports Lawyers Association

8/16	MV Museum	Speaker " <i>African American Whaling Captains</i> "
1/17	Sail MV	Speaker " <i>Black Whaling Captains of MV</i> "
8/17	Edgartown Public Library	Speaker " <i>Voyage of Discovery</i> "
2/18	Chilmark Public Library	Speaker " <i>Whaling: America's First Meritocracy</i> "

***Skip Finley has been a frequent contributor to radio industry trade publications in print and online.***

### Writing

	<u>The Vineyard Gazette</u>
1/31/14	<i>Saluting a Dear Friend and Inspiration</i>
5/5/14	<i>Memories of a Second Mom and Endless Days of Summer at Inkwell Beach</i>
5/15/14	<i>A Vineyard Life Not Often Revealed</i> (book review of <i>The Vineyard We Knew</i> by Kevin Parham)
1/8/15	<i>No Barriers to Big Dreams Thanks to Trailblazing Political Rock Star</i>
3/10/15	<i>Sen. Edward Brooke Is Fondly Remembered at National Cathedral Service</i>
12/17/15	<i>Black Whaling Captains Led the Way</i>
1/7/16	<i>From War Ships of the Past to Educational Beauties of Today</i>

	<u>Martha's Vineyard Magazine</u>
May 2014	<i>Not Your Average Ahab</i>

	<u>Martha's Vineyard Island Weddings</u>
Wint/Spg 2018	<i>A Groom's Guide To Style</i>

### Other Publications

Finley has written (and been written about in) articles on Oak Bluffs and Martha's Vineyard in various national newspapers, magazines and websites

12/15	<i>Black sea captains of Provincetown risked all for acceptance - and wealth</i> /Providence Banner <a href="http://wellfleet.wickedlocal.com/article/20151210/NEWS/151219328">http://wellfleet.wickedlocal.com/article/20151210/NEWS/151219328</a>
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### Books

2013	Finley co-authored " <i>A Martha's Vineyard Love Story</i> " with Katheen McGhee-Anderson, a contemporary love story told in first person narrative from two points of view. It takes place over an extended period of time (1967 - 2002), principally on the island of Martha's Vineyard. The book debuted on July 5, 2014. They are writing a sequel.
2014 - 2017	Finley completed a non-fiction book about black whaling captains he identified with the working title " <i>Whaling Captains of Color</i> " in 2017 and has a publishing agreement with the Naval Institute Press. He is working on producing a documentary while the book is being published.

### Links:

#### Whaling related work:

<http://mvmagazine.com/news/2014/05/01/not-your-average-ahab>

<http://provincetown.wickedlocal.com/article/20151210/NEWS/151219328>

<https://vineyardgazette.com/news/2016/07/07/war-ships-past-educational-beauties-today>

<https://vineyardgazette.com/news/2017/01/13/skip>

#### Other features:

<https://vineyardgazette.com/news/2014/05/05/memories-second-mom-and-endless-days-summer-inkwell-beach?k=vg523dcac77f419>

<https://vineyardgazette.com/news/2015/01/08/no-barriers-big-dreams-thanks-trailblazing-political-rock-star?k=vg544d0bf25ec3d>

<http://www.mvislandweddings.com/news/2018/01/01/grooms-guide-style>

**WYOB & Radio Related**

<https://rootfire.net/youth-airwaves-wyob-radio/>

<http://www.mvmagazine.com/news/2015/09/01/radio-free-bluffs>

<http://www.mvtimes.com/2016/03/16/mvrhs-students-hit-airwaves-105-5-fm/>

<http://pointbrealty.com/marthas-vineyard-real-estate/vineyard-vacation/wyob-105-5-the-soul-of-marthas-vineyard-on-the-islands-own-reggae-station/>

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